



# ANNUAL REPORT 2020-21

SOCIAL,  
ENTREPRENEURSHIP  
AND CONSULTING  
CELL

## ABOUT SECC

The **Social, Entrepreneurship and Consulting Cell** (SECC) is a student-driven body at Symbiosis Institute of Business Management (SIBM), Pune and one of the nine teams of the student council.

The team functions under three wings - Social, Entrepreneurship and Consulting.

The main aim of the SECC is to:

1. Bring about a change in the minds of students, inspire them to take up entrepreneurial activities, build the start-up ecosystem on the campus and bring the students in line with the country's start-up culture.
2. Instill a social responsibility in the minds of the students and contribute their part to society.
3. Assist budding start-ups through student consulting and thereby provide exposure to the students in various industries.

SECC conducts various events as part of their three wings over the year and works in the single intention to promote the student culture at SIBM Pune.



## MAJOR ACTIVITIES CONDUCTED

### **Entrepreneurship:**

- Chai with Entrepreneur
- Prognosis
- Skill Up Workshop Series
- Winter Internship
- Humane

### **Consulting:**

- Consulting Fair 6.0
- Consult Assist
- Consulting Casebook

### **Social:**

- Panel Discussion on Social Entrepreneurship
- Prerna 10.0
- International Women's Day

## MEET THE SECC TEAM



Senior Team	Interim Team	Junior Team
Ashit Agarwal	Adhyan Bajpai	Adhyan Bajpai
Harsha Hemnani	Celicia Lakra	Celicia Lakra
Manikanth Dharmavarapu	Kalyani Navlakhe	Kalyani Navlakhe
Nikhil Bagree	Kaustuv Ghosh	Kaustuv Ghosh
Shelina Dharani	Manjunath Jagdish	Manjunath Jagdish
Twinkle Pajiyar (C)	Mansi N Shah	Mansi N Shah
Vedantsing Pardeshi		Vijay Balaji

# EVENTS CALENDAR

**1 AUG 2020**

Chai with Entrepreneur - 1

**29 AUG 2020**

Chai with Entrepreneur - 2

**3 NOV 2020**

Consult Assist

**JAN - FEB 2021**

Winter Internship for MBA  
I&E

**FEB - MARCH 2021**

Humane - Podcast Series

**MARCH 2021**

Prerna 10.0

**25 AUG 2020 - 27 AUG 2020**

Dineout Consulting Challenge

**12 SEPT 2020 - 20 SEPT 2020**

Prognosis

**NOV - DEC 2020**

Consulting Fair 6.0

**15 JAN 2021**

Panel Discussion on Social  
Entrepreneurship

**8 MARCH 2021**

Women's Day

**19 MAY 2021**

Skill Up - Entrepreneurs'  
Workshop Series

## CHAI WITH ENTREPRENEUR 2020 :

Mr. Rahul Agarwal,  
Organic Harvest

The first edition for this academic year's 'Chai with Entrepreneur' was organized on the 1st of August 2020.

'Chai with Entrepreneur' is a Guest Lecture Series wherein we invite Seasoned Entrepreneurs to talk about their success stories and also let students have a personalized discussion with them! The event gives an opportunity to the students to understand the personal and professional entrepreneurial journey of entrepreneurs from various domains who have been successful in their ventures.



For this year's inaugural Session, we had the pleasure of hosting Mr. Rahul Agarwal, CEO, Organic Harvest. He shared his insights with the students on multiple avenues related to Startup building and the challenges which come along with it.

The event was also preceded by a "**Branding & Poster Making Competition - Why Organic**" which saw enthusiastic participation from all the students.

The event was structured in a semi-formal interview format where the students got to expand their knowledge by learning more about the personal and entrepreneurial journeys of seasoned entrepreneurs.

## CHAI WITH ENTREPRENEUR 2020 : Mr. Vivek Kapoor, DineOut

For this session, we had the pleasure of hosting Mr. Vivek Kapoor, Co-Founder of Dineout. Dineout, acquired by Times Internet Group, is India's largest Platform Restaurant Technology Solutions provider that operates globally in B2B and B2C space.

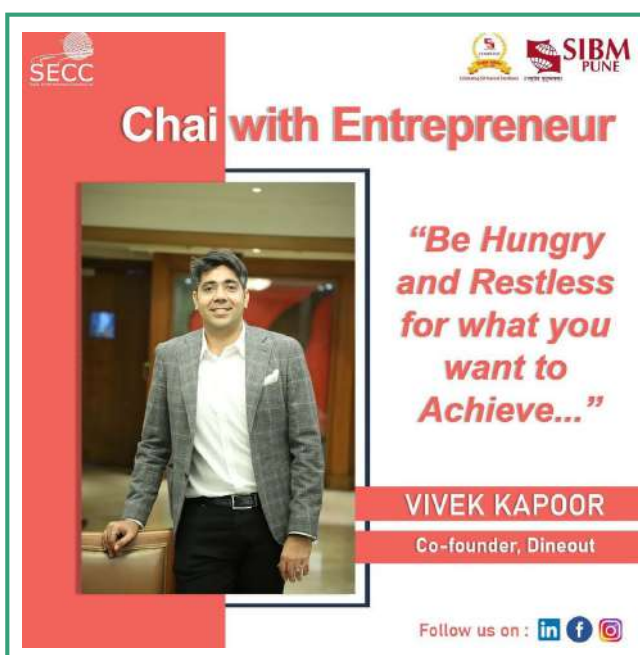
The interactive discussion ranged from lessons in creating a value proposition for your brand to the importance of agility and adaptability in today's market scenario, and gave the chance to the budding entrepreneurs of SIBM Pune and especially the Innovation and Entrepreneurship batch to gain insights from someone who has been an industry leader and front runner of his domain.

### DineOut Consulting Challenge Competition

Prior to the event, SECC also conducted a Case Study competition sponsored by Dineout - 'SECC Consulting DineOut Challenge' wherein the students had the opportunity to work on the below-given Case Study and present their solutions :

'As a Consulting Partner to Dineout, the students were expected to help them weather the present times and come up with a strategy to increase user engagement and bookings in the Post-COVID world. They were also required to build a strategy to help them restore the confidence in the customers, that dining out with Dineout is a safe and reliable experience.'

The competition witnessed great participation from the students and the final round was judged by Mr. Vivek Kapoor himself.

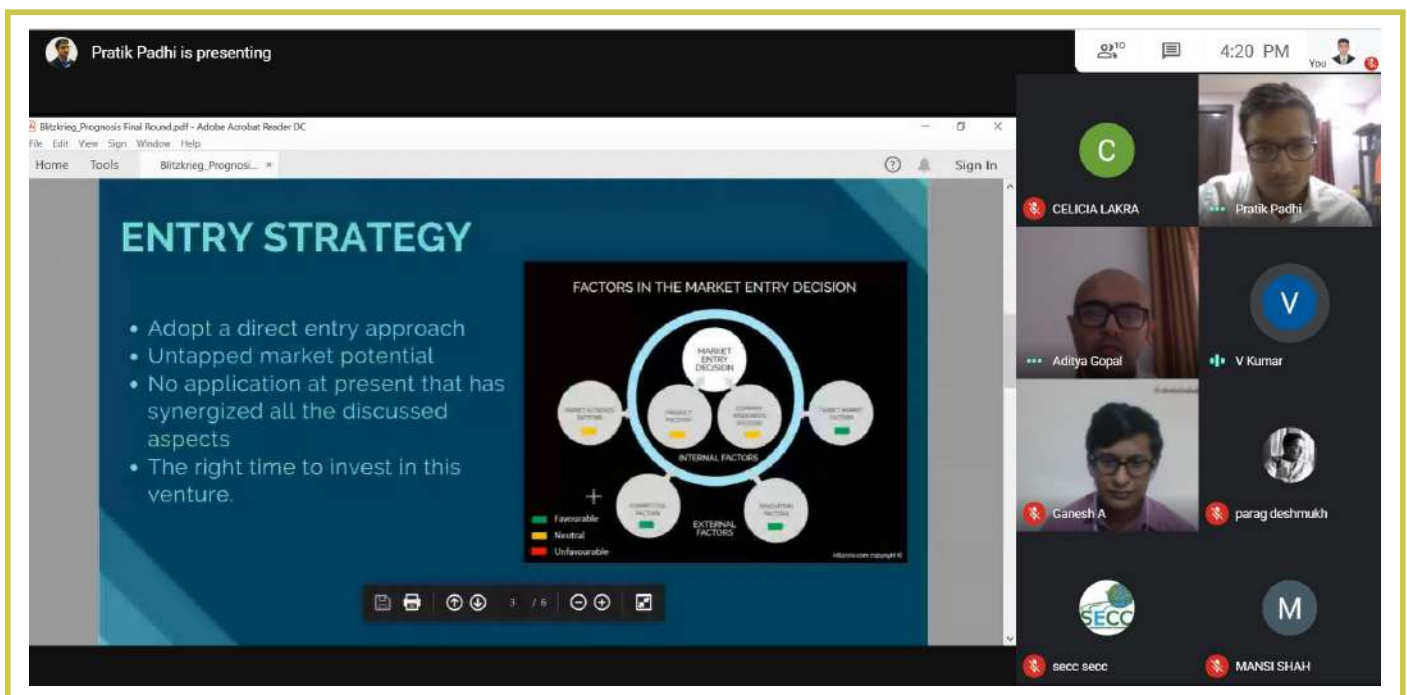




# PROGNOSIS 2020

Conceptualized as a new event this year, SECC successfully conducted its Case Study Competition " **PROGNOSIS 2020** ".

The competition was open to all MBA 1 students (Flagship, L&S, I&E) wherein the students participated in Teams of 3 people. The Competition was structurally spread across 3 stages, with each stage being an Elimination Round.



**Round 1:** Business Awareness and General Knowledge Quiz

**Round 2:** Executive Summary

The qualified teams were provided with a Case Study along with a specific set of questions that needed to be answered. Their ability to formulate their strategies in a concise yet effective manner was judged in this Executive Summary round.

**Round 3:** Final Presentation

The Top Performing teams were given the opportunity to present their Case Study Solution to an esteemed panel and get their valuable feedback. This acted as the perfect platform to test their Presentation and Pitching skills which are crucial for any Corporate Competition.



As a part of Consult Assist, students were given the opportunity to solve specific **Consulting Case Studies** with the help of our respected faculties who guided them in the process. In order to familiarize the students with the skills and tips required to crack **Consulting Interviews**, SECC also envisions conducting **Interview Preparatory Sessions** from Consulting professionals which can help the students in tackling the multiple interview rounds involved in the Recruitment process.

One of our primary goals with **Consult Assist** is to build the culture of Consulting-specific preparation and to aid the students for their **Final Placements season**.

In the inaugural year, Consult Assist was planned for the students of MBA-2. Going ahead, SECC plans to introduce the event for MBA-1 students of the Flagship and Leadership & Strategy Batch as well.

## CONSULT ASSIST 2020

Management Consulting is one of the most sought-after profiles across all B-schools as it offers one an opportunity to work on a wide breadth of projects ranging across multiple industries and sectors. Under the Consulting Wing of SECC, with the aim of better equipping our students for such roles, SECC introduced the first edition of **Consult Assist – A Consulting Prep Series**

**SECC** | **SIBM PUNE**

### Break Even

Additional New R&D expense = \$ 150 million  
Worth of a successful drug = \$ 1200 million

**Pre - Investment**

- Probability of a candidate that cleared Phase I to be a successful drug = 50%/20% = 45%
- Worth of a drug that has cleared Phase II total = \$ 1200 million \* 45% = \$ 540 million
- Post Investment the net worth of drug = \$ 540 - \$ 150 = \$ 390 million
- To Break-even, the fair change in worth should be compensated by the increase in success probability = \$ 150 / \$ 540 = 28%
- Revised Success Probability = (70% \* 45%) + 28% = 38%
- That implies the Phase II success probability has to increase = 82% - 45% = 40%
- To Successfully Breakeven Phase II success probability should double to 80%

**Post Investment**

Flowchart: Candidate drug (20% Fail) → Phase I (50% Fail) → Phase II (80% Fail) → Phase III (50% Fail) → Filing (50% Fail) → Biotechnical marketing and sales

**CONSULT ASSIST**  
A CONSULTING PREP SERIES



# CONSULTING CASEBOOK 2020

In order to better equip the students for the Placement season, SECC introduced the **Consult Assist Casebook** which covered some important frameworks, guesstimates, and case questions that can be useful for developing the strategic approach required for tackling similar **interview questions** in various processes. The Casebook acted as a consulting guide to the students, aiding them in their preparation.



## CONSULTING FAIR 6.0

**35+ Live Projects**  
**11 Companies**



Every year SECC conducts a Consulting Fair, its flagship Consulting event wherein students get the opportunity to work on Live Projects offered by a multitude of companies.

This year, as a part of the **6th edition** of the Consulting Fair, SECC hosted **11 companies** spread across multiple clusters over the course of the past month.

The event witnessed great participation from students of **all 3 programs (Flagship, I&E, L&S)**, with **over 91 students applying** for multiple roles, and we are happy to announce that a total of **39 students successfully secured Live Projects**.

The companies offered projects across **18 profiles** such as **Digital Marketing, HR Generalist, Operations Management, Content Writer, Market Research, and Business Development**.

The students gained valuable hands-on **industry experience** through the course of these projects and also made significant contributions to the organizations.

# WINTER INTERNSHIP 2020-21

As a part of their curriculum, every year the students of MBA Innovation & Entrepreneurship undergo a **2 week Winter Internship Program**. This year too, SECC assisted the interested students in **securing internships at various NGOs** across the country. The primary objectives of the Internship included :

- To sensitize towards India's social sector, their issues and challenges
- To create an understanding of the role of NGOs and their contribution to the society
- To understand NGOs' functioning as a social venture

We are grateful to our partnering NGOs for the opportunity and their support on behalf of the students of SIBM Pune.



## PANEL DISCUSSION ON SOCIAL ENTREPRENEURSHIP

SECC hosted a panel discussion on the **"Need and Functioning of an NGO"** for the first-year students of MBA in Innovation and Entrepreneurship.

Esteemed panelists from varied sectors took out their valuable time and gave our students a glimpse of the contribution and workings of the Non-Profit Sector.

The event was graced by **Mr. Tejpal Singh** (Founder, I Gift Life), **Mr. Deepak Panchal** (Founder, Suyash Seva Kendra) and **Mr. Pankaj Maru** (Founder, Sneha NGO).



## HUMANE PODCAST SERIES

"What business entrepreneurs are to the economy, Social Entrepreneurs are to social change. They are the driven, creative individuals who question the status quo, find new opportunities, and remake the world for the better." - David Bornstein

With the aim of better understanding the journey, vision, and contribution of such Social Entrepreneurs who are doing some commendable work in their fields, SECC initiated its first-ever " **Socio Entrepreneurs Podcast Series - HUMANE** ".



SECC proudly hosted multiple guests from varied fields for the podcast series. We were honoured to have esteemed social entrepreneurs join us like **Ms. Drishti Kharbanda** (Founder, Sarvani NGO), **Mr. Santosh Parulekar** (Cofounder, Pipal Tree Ventures), **Ms. Haimanti Sen** (Founder, Junoon Foundation) and **Mr. Karthee Vidya** (Founder, Team Everest).

HUMANE Podcast Series is also live on audio platforms like **Spotify and Google Podcasts**.

## INTERNATIONAL WOMEN'S DAY 2021

The **International Women's Day** (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. This year, International Women's Day was on the theme **#ChooseToChallenge**, where people across the globe chose to challenge gender bias and inequality and make the world an inclusive space.

With this spirit in mind, SECC held an event on-campus on the occasion of Women's Day. The movement was aimed at being mindful and avoiding any bias that creeps in at workspace and homes. Students chose to **pledge against gender bias and inequality at the workspace, as well as the domestic environment**. The event helped in initiating a dialogue among our students to be more conscious and mindful of the environment they operate in.

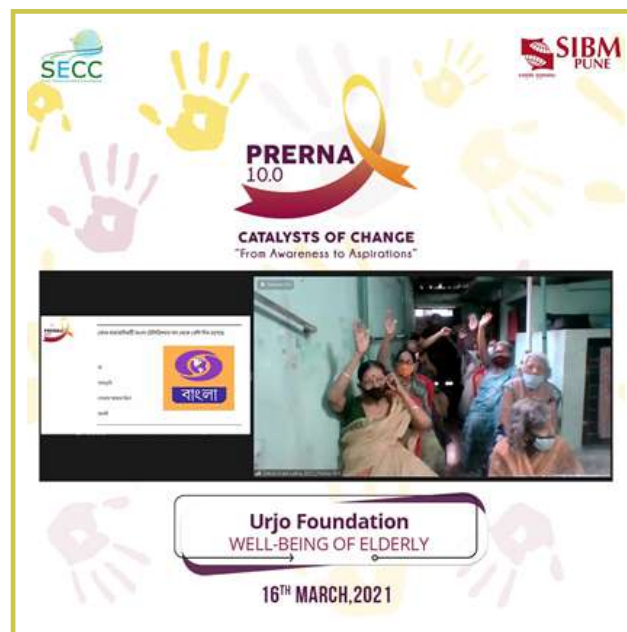






## PRERNA 10.0 2021

Conceptualized in **2011**, the objective of this event is not only to teach, but to instill a passion in people to learn new things. This year taking into consideration the prevailing social and economic conditions, SECC organized a **diverse range of awareness programs** for different sections of the society.



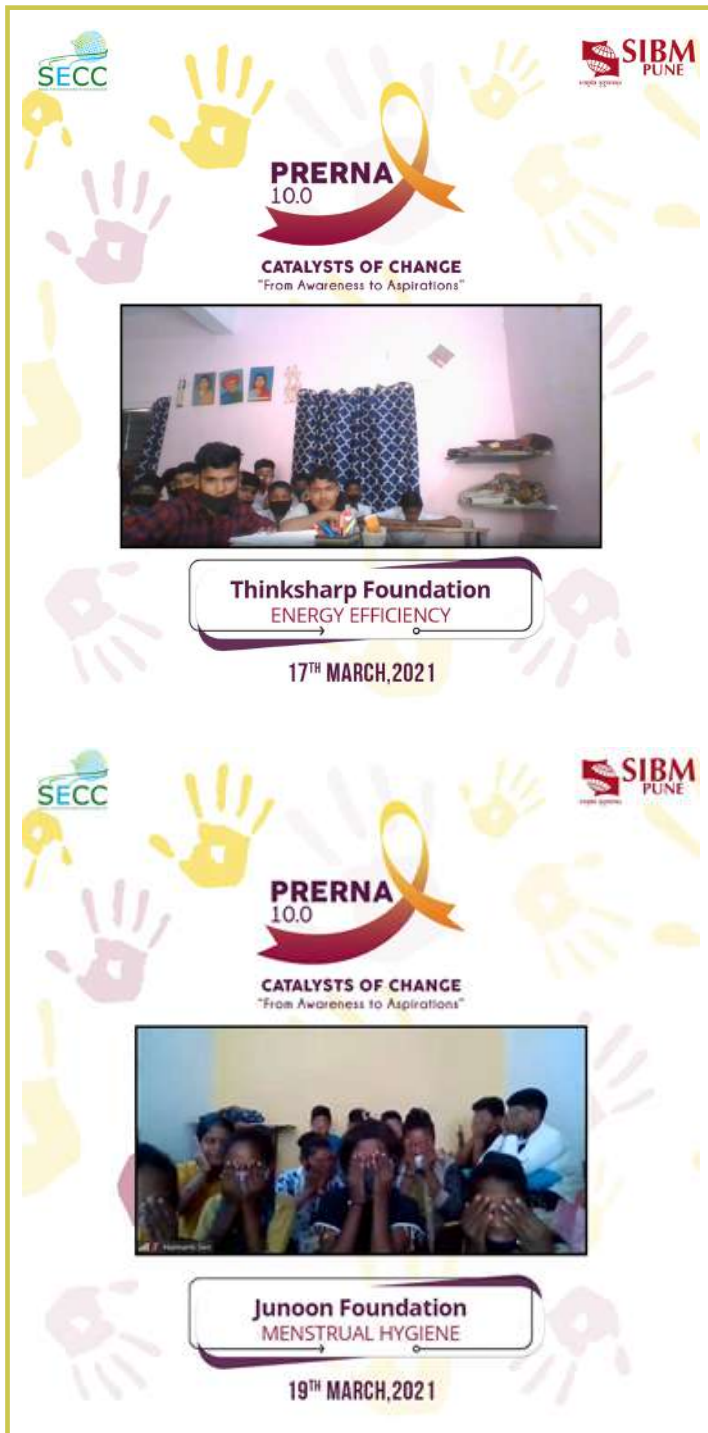
Every year SECC conducts **Prerna**, the flagship social event of SIBM Pune. This event carries significant importance as it strives to sensitize our young ambitious students towards the environment they operate in. This year's highlight was that, for the first time in 43 years, we were able to reach out to **multiple NGOs situated across various cities** where the events directly engaged active participation, right from young children to the elderly. We successfully conducted 3 sessions under PRERNA 10.0 this year, covering some of the most pressing issues of our society

1. "Wellbeing of Elderly" for Urjo Foundation in Calcutta
2. "Energy Efficiency" for Thinksharp Foundation in Pune
3. "Menstrual Hygiene" for Junoon Foundation in Mumbai



# PRERNA 10.0

## 2021



Through these sessions, we were fortunate to touch multiple lives, spread smiles and create an impact in the society. Creating a culture of **community service and importance of social welfare** among the students, we had a large number of student **volunteers who designed the content**, customized it for the audience and conducted the sessions.

We were humbled by the response from the entire batch and the director's appreciation.

With PRERNA, SECC has always strived to **initiate a dialogue on some important topics** which need cognizance of us all. Under PRERNA 9.0 in 2019, SECC conducted 5 educational seminars on topics such as **Financial Literacy, Fake News Awareness and Government Social Schemes**. SECC also conducts a PRERNA session every year for the **Mess & Housekeeping staff of SIU** at Lavale Campus.

## SKILLUP ENTREPRENEURS' WORKSHOP SERIES

SIBM Pune has its students working on multiple startup ideas, ranging across various domains. With the aim of better equipping the student entrepreneurs with some crucial skill sets in their startup journey, SECC has taken the initiative of conducting a **Free Workshop Series - Skill Up** for our students.

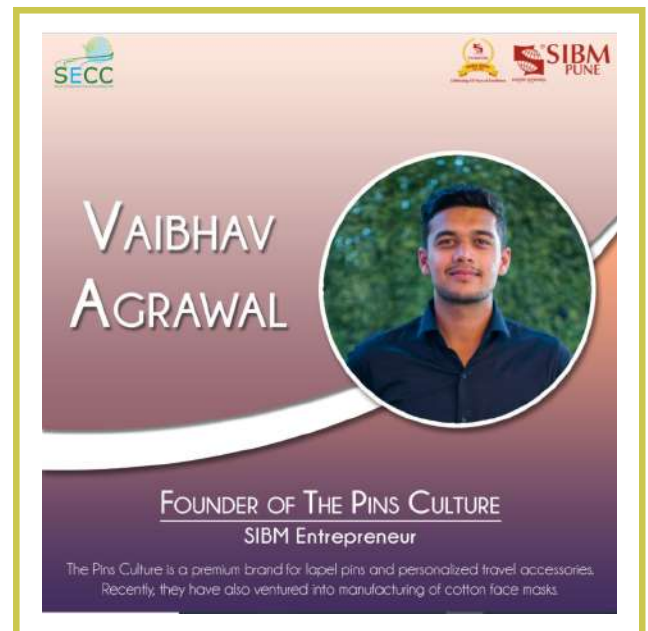
Multiple sessions on various topics related to **Start up building** will be conducted under this workshop series, which will equip Entrepreneurs of SIBM Pune with practical knowledge and different crucial skill sets.

SECC organized the first session on the topic "**Finance for Startups**". The session was delivered by **Mr. Ankur Goel**, a seasoned startup advisor, mentor and Chartered Accountant. The engaging session touched upon topics like **Startup Funding, the ideal approach while pitching to investors**, Curative investment processes, and startup valuations. The students gained a lot of perspectives especially from the example-backed approach by our guest speaker.

# SOCIAL MEDIA SERIES

## Entrepreneurs of SIBM

SIBM Pune also boasts of a management program offering **MBA in Innovation & Entrepreneurship (I&E)**, wherein young budding entrepreneurs learn about the start up world and kickstart their entrepreneurial ventures. SECC, under its series Entrepreneurs of SIBM, highlights the stories of such student entrepreneurs who have been successful in setting up their ventures in varied domains. This acts as a platform for **highlighting the achievements** of our students and also motivating the upcoming aspiring entrepreneurs in their respective ventures. Our **alumni from the MBA I&E** batch enthusiastically share their stories, challenges faced in their startup journeys and how they overcame the same.

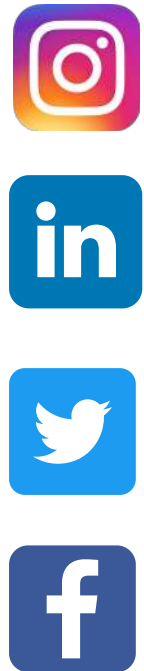


## Strategy Concepts Review

**Strategic management** as a field involves seeking and identifying opportunities and threats in different market and industry verticals. In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's managers on behalf of stakeholders, based on consideration of resources and an **assessment of the internal and external environments** in which the organization operates.

With the aim of helping our students develop a **systematic problem-solving approach**, SECC introduced a Strategy Concepts Review series on our social handles which covered some important **strategic frameworks** essential for developing a logical approach to business problems. We covered topics such as the **4 C Model** comprising stakeholders such as Consumers, Collaborators, Company and Competitors and different strategies pertaining to each of them.

# SOCIAL MEDIA SERIES



## Guesstimates Series



Guesstimate cases are common in Consulting Interviews and are used to test the **analytical skills and logical judgement** of the candidates. Guesstimates have now become an important part of several interview processes and B-School competitions as well. To better equip our students with handling such cases, we introduced a Guesstimate series consisting of topics such as Approaching market sizing questions, **Market segmentation, Demand and Supply based approach and Pricing strategy.**



## APPENDIX (SOME PREVIOUS YEAR'S SECC EVENTS)

### 1) Entrepreneurship Summit

The E-Summit is the **flagship Entrepreneurship event** of SIBM Pune, conducted every year by SECC. The Summit is traditionally spread across **3 days** and has multiple events under its umbrella. Events range from workshops, competitions to pitching events, and gain great traction from all of our student community.

The Title Sponsor for E-Summit 2019 was **Bajaj Auto Pvt. Ltd.** With a participation of 100s of students from across the country, in the **15+ different competitions and a footfall of 1000+**, ESummit gave the students a live experience of the entrepreneurial synergy and a hands-on experience of the various corporate competitions. Accolades worth **5+ Lakhs** were distributed as the prize money to the winners and the runners up across all the events. Some of the flagship events under E-Summit are :



### **Udaan : Business Plan Competition**

This is a business plan competition wherein the participants are judged on the **scalability, feasibility and originality** of their business ideas, amongst other factors. The screening round consists of an Executive Summary which is further followed by subsequent rounds leading up to the final round.

## APPENDIX (SOME PREVIOUS YEAR'S SECC EVENTS)

### Jugaad

Jugaad is a fundraiser event where each team is given a product for which they **prepare a pitch and then sell it in a real market**. The teams prepare the pitch overnight and are then taken to Pune city along with an organizing team member where they sell their products at **inflated prices!** The team with maximum profit wins the competition.



### Pride & Passion

The **Guest Speaker Session** is one of the primary highlights of the Summit. Multiple esteemed speakers address an enthusiastic audience and share their life stories with them. The event is graced by **Prof. Sandeep Bhattacharya**, Head - Corporate Relations, SIBM Pune.





## APPENDIX (SOME PREVIOUS YEAR'S SECC EVENTS)

### Revive N Thrive

This is one of the newer events under the E-Summit banner. It gives an opportunity to the participants to work out solutions for the given case study which was based on the idea of **reviving a failed startup by coming up with a solution**. The students find the format of the competition particularly exciting and challenging.



### SymbiHaat

The most popular attraction during the three-day event is however the SymbiHaat – **Symbi's own flea market**. With ten food stalls and four non – food stalls for participants, students and attendees have an area to eat, relax and have fun. There are also some exciting games and merchandise stalls which are a refresher for the students. The event goes on for all three days and the team also organizes **Haat Nights that include : Live match screening, DJ Night and musical nights** to keep the attendees entertained.



With such a diverse range of competitions, the Entrepreneurship Summit helps inspire and spread the culture of entrepreneurship among the students present at the Lavale campus.

## APPENDIX (SOME PREVIOUS YEAR'S SECC EVENTS)

### 2) Umang 2019

The Social wing of the Social, Entrepreneurship and Consulting Cell (SECC) organised 'Umang' wherein Christmas was celebrated with the children of an orphanage "**Saraswati Anath Shikshan Ashram**", Pune. With the generous donations of students, staff and faculty, more than **40 children** experienced the joy of playing a variety of games and felt special this Christmas.

Further, the orphanage was provided with their monthly requirement of ration which included necessities like, rice, wheat, sugar, salt etc. which was bought from the funds raised by us.

We also bought gifts for the children as per their wish list, which included **books, toys, remote control cars, clothes, watches, stationery and shoes**. There was an overwhelming response from the children, staff at the orphanage and the student volunteers for the noble cause.

### 3) Sanitary Napkins Distribution Drive (March 2020)

SECC collaborated with **The Pink Box - India, a menstrual hygiene startup** to distribute Sanitary Napkins to the girl students of Nande on the eve of International Women's Day. Students were explained the importance of Menstrual Hygiene and the usage of Sanitary Napkins was promoted amongst the girl students.



Lectures were also arranged for the students on the **Topic of Good Touch and Bad Touch**. It was a successful event, with the students taking back some valuable learnings. We had a total outreach of **100-120 students**. The Principal of the school congratulated and thanked us for our efforts.



# THANK YOU

We, the Social, Entrepreneurship and Consulting Cell (SECC) of SIBM Pune, would like to take this opportunity to thank Dr. R. Raman, Director SIBM Pune, Dr. V. V. Ravi Kumar - Dy. Director SIBM Pune, Dr. Madhura Bedarkar - Dy. Director SIBM Pune and all the esteemed faculty and administration of SIBM Pune for their continued support and guidance to us along the way.

We would also like to express our sincere gratitude to the students of SIBM Pune who have been equal contributors to our success as a Student Council.

We hope that SECC continues to strive in its mission and vision, while staying true to its core values.